

ORDER



Orders
Order / Rev: 695545
Alt Order #: 06214893
Product Desc: DSCC-IE
Estimate: 1370
Flight Dates: 10/02/12 - 11/06/12
Original Date / Rev: 09/13/12 / 09/13/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Senate Campaign Comm.
Demographic: A25-54
Product Codes: IS-Issue/Non
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|--------------|
| 10/01/12 | 10/28/12 | 289 | \$355,250.00 | \$301,962.50 |
| 10/29/12 | 11/06/12 | 95 | \$128,075.00 | \$108,863.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|------------|---------------------|---------------------|-------------|
| October 2012 | 289 | \$355,250.00 | \$301,962.50 | 0.00 |
| November 2012 | 95 | \$128,075.00 | \$108,863.75 | 0.00 |
| Totals | 384 | \$483,325.00 | \$410,826.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|----------------|
| WKYC | 26% | \$483,325.00 |
| Market | 100% | \$1,858,942.31 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| WBNX | 0% | \$0.00 |
| WEWS | 26% | \$483,325.00 |
| WJW | 28% | \$520,503.85 |
| WOIO | 18% | \$334,609.62 |
| WUAB | 2% | \$37,178.85 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| 1 | WKYC | 10/02/12 | 10/05/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | - TWTF - - | :30 | 2 | \$600.00 | P-3 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | 2 | | \$600.00 | | 0.00 | | | | |
| 2 | WKYC | 10/08/12 | 11/02/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | MTWTF - - | :30 | 2 | \$600.00 | P-3 | 0.00 | NM | 16 | \$9,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF - - | | | 2 | | \$600.00 | | 0.00 | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF - - | | | 5 | | \$600.00 | | 0.00 | | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF - - | | | 5 | | \$600.00 | | 0.00 | | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF - - | | | 4 | | \$600.00 | | 0.00 | | | | |

Order / Rev: 695545
 Alt Order #: 06214893
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Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1370

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 3 | WKYC | 11/05/12 | 11/06/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | MT----- | :30 | 1 | \$600.00 | P-3 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 1 | | | | \$600.00 | | 0.00 | | | |
| 4 | WKYC | 10/16/12 | 10/19/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | -TWTF-- | :30 | 4 | \$1,100.00 | P-3 | 0.00 | NM | 4 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -TWTF-- | | 4 | | | | \$1,100.00 | | 0.00 | | | |
| 5 | WKYC | 10/22/12 | 10/26/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | MTWTF-- | :30 | 4 | \$1,100.00 | P-3 | 0.00 | NM | 4 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTF-- | | 4 | | | | \$1,100.00 | | 0.00 | | | |
| 6 | WKYC | 11/05/12 | 11/06/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | MT----- | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| 7 | WKYC | 10/02/12 | 10/05/12 | M-F 7-9a Today Today Show | CM | 7a-9a | -TWTF-- | :30 | 2 | \$1,300.00 | P-2 | 0.00 | NM | 2 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -TWTF-- | | 2 | | | | \$1,300.00 | | 0.00 | | | |
| 8 | WKYC | 10/08/12 | 10/19/12 | M-F 7-9a Today Today Show | CM | 7a-9a | MTWTF-- | :30 | 2 | \$1,300.00 | P-2 | 0.00 | NM | 6 | \$7,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | 2 | | | | \$1,300.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | 4 | | | | \$1,300.00 | | 0.00 | | | |
| 9 | WKYC | 11/05/12 | 11/06/12 | M-F 7-9a Today Today Show | CM | 7a-9a | MT----- | :30 | 1 | \$1,400.00 | P-2 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 1 | | | | \$1,400.00 | | 0.00 | | | |
| 10 | WKYC | 10/02/12 | 10/05/12 | M-F 430a-5a 430a News | CM | 430a-5a | -TWTF-- | :30 | 2 | \$300.00 | P-2 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -TWTF-- | | 2 | | | | \$300.00 | | 0.00 | | | |
| 11 | WKYC | 10/08/12 | 11/02/12 | M-F 430a-5a 430a News | CM | 430a-5a | MTWTF-- | :30 | 2 | \$300.00 | P-2 | 0.00 | NM | 14 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | 2 | | | | \$300.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | 4 | | | | \$300.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTF-- | | 4 | | | | \$300.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | 4 | | | | \$300.00 | | 0.00 | | | |
| 12 | WKYC | 11/05/12 | 11/06/12 | M-F 430a-5a 430a News | CM | 430a-5a | MT----- | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 1 | | | | \$300.00 | | 0.00 | | | |
| 13 | WKYC | 10/20/12 | 11/03/12 | SAT TDY NBC Today Show (Sa) | CM | 7a-9a | -----S- | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 4 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 2 | | | | \$1,200.00 | | 0.00 | | | |
| 14 | WKYC | 10/21/12 | 10/28/12 | 530A-6A America's Black Forum | CM | 530a-6a | -----S | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$150.00 | | 0.00 | | | |
| 15 | WKYC | 10/07/12 | 11/04/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | -----S | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$1,200.00 | | 0.00 | | | |

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WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| 15 | WKYC | 10/07/12 | 11/04/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | -----S | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| 16 | WKYC | 10/02/12 | 10/05/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | -TWTF-- | :30 | 4 | \$700.00 | P-2 | 0.00 | NM | 4 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -TWTF-- | | 4 | | | | \$700.00 | | 0.00 | | | |
| 17 | WKYC | 10/08/12 | 11/02/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | MTWTF-- | :30 | 3 | \$700.00 | P-2 | 0.00 | NM | 17 | \$11,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | MTWTF-- | | 3 | | | | \$700.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | MTWTF-- | | 5 | | | | \$700.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | 5 | | | | \$700.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | 4 | | | | \$700.00 | | 0.00 | | | |
| 18 | WKYC | 11/05/12 | 11/06/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | MT----- | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 1 | | | | \$700.00 | | 0.00 | | | |
| 19 | WKYC | 10/02/12 | 10/05/12 | M-F 11a-1230p 11a-1230p | CM | 11a-1230p | -TWTF-- | :30 | 2 | \$250.00 | P-2 | 0.00 | NM | 2 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -TWTF-- | | 2 | | | | \$250.00 | | 0.00 | | | |
| 20 | WKYC | 10/08/12 | 11/02/12 | M-F 11a-1230p 11a-1230p | CM | 11a-1230p | MTWTF-- | :30 | 2 | \$250.00 | P-2 | 0.00 | NM | 13 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | MTWTF-- | | 2 | | | | \$250.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | MTWTF-- | | 4 | | | | \$250.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | 3 | | | | \$250.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | 4 | | | | \$250.00 | | 0.00 | | | |
| 21 | WKYC | 11/05/12 | 11/06/12 | M-F 11a-1230p 11a-1230p | CM | 11a-1230p | MT----- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 1 | | | | \$250.00 | | 0.00 | | | |
| 22 | WKYC | 10/16/12 | 10/19/12 | M-F 10-11a M-F 10-11a | CM | 10a-11a | -TWTF-- | :30 | 3 | \$250.00 | P-2 | 0.00 | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -TWTF-- | | 3 | | | | \$250.00 | | 0.00 | | | |
| 23 | WKYC | 10/22/12 | 11/02/12 | M-F 10-11a M-F 10-11a | CM | 10a-11a | MTWTF-- | :30 | 3 | \$250.00 | P-2 | 0.00 | NM | 7 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | 3 | | | | \$250.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | 4 | | | | \$250.00 | | 0.00 | | | |
| 24 | WKYC | 10/02/12 | 10/05/12 | Days of Our Lives Days of Our Lives | CM | 1p-2p | -TWTF-- | :30 | 3 | \$500.00 | P-2 | 0.00 | NM | 3 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -TWTF-- | | 3 | | | | \$500.00 | | 0.00 | | | |
| 25 | WKYC | 10/08/12 | 10/12/12 | Days of Our Lives Days of Our Lives | CM | 1p-2p | MTWTF-- | :30 | 3 | \$500.00 | P-2 | 0.00 | NM | 3 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | MTWTF-- | | 3 | | | | \$500.00 | | 0.00 | | | |
| 26 | WKYC | 10/02/12 | 10/05/12 | M-F 2-3p Rachel Ray | CM | 2-3p | -TWTF-- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -TWTF-- | | 2 | | | | \$350.00 | | 0.00 | | | |
| 27 | WKYC | 10/08/12 | 10/26/12 | M-F 2-3p Rachel Ray | CM | 2-3p | MTWTF-- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 8 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|-------|-------------------|-----------------|---|-------|--------------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 27 | WKYC | 10/08/12 | 10/26/12 | M-F 2-3p Rachel Ray | CM | 2-3p | MTWTF-- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 8 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | MTWTF-- | | 2 | | | | \$350.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | MTWTF-- | | 3 | | | | \$350.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | 3 | | | | \$350.00 | | 0.00 | | | |
| 28 | WKYC | 10/06/12 | 10/13/12 | Sat 9-1030a Channel 3 News 9am Sat | CM | 9a-1030a | -----S- | :30 | 1 | \$1,100.00 | P-2 | 0.00 | NM | 2 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S- | | 1 | | | | \$1,100.00 | | 0.00 | | | |
| | Week: | 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$1,100.00 | | 0.00 | | | |
| 29 | WKYC | 10/06/12 | 11/03/12 | Sat 1030a-11a Sat 1030-11a | CM | Sat 1030-11a | -----S- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S- | | 1 | | | | \$350.00 | | 0.00 | | | |
| | Week: | 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$350.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$350.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S- | | 1 | | | | \$350.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$350.00 | | 0.00 | | | |
| 30 | WKYC | 10/07/12 | 10/21/12 | Sun 9-1030a Channel 3 News Sun 9a | CM | 9a-1030a | -----S | :30 | 1 | \$1,100.00 | P-2 | 0.00 | NM | 3 | \$3,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | | \$1,100.00 | | 0.00 | | | |
| | Week: | 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$1,100.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$1,100.00 | | 0.00 | | | |
| 31 | WKYC | 11/04/12 | 11/04/12 | Meet the Press Meet the Press | CM | 1030a-1130a | -----S | :30 | 1 | \$3,500.00 | P-2 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$3,500.00 | | 0.00 | | | |
| 32 | WKYC | 10/07/12 | 10/14/12 | Browns Pre-Game Huddle Browns Pre-Game Huddle | CM | 1130a-12p | -----S | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | | \$600.00 | | 0.00 | | | |
| | Week: | 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$600.00 | | 0.00 | | | |
| 33 | WKYC | 10/07/12 | 11/04/12 | Su 12-1230p Channel 3 News at Noon Su | CM | 12-1230p/Su | -----S | :30 | 1 | \$875.00 | P-2 | 0.00 | NM | 5 | \$4,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | | \$875.00 | | 0.00 | | | |
| | Week: | 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$875.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$875.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$875.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$875.00 | | 0.00 | | | |
| 34 | WKYC | 10/07/12 | 10/28/12 | Golden Opportunities 1230-1pm(during football) | CM | 1230-1pm (12:30 PM-1:00 PM) | -----S | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 4 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | | \$450.00 | | 0.00 | | | |
| | Week: | 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$450.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$450.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$450.00 | | 0.00 | | | |
| 35 | WKYC | 10/02/12 | 10/05/12 | M-F 3-4p The Doctors | CM | 3p-4p | -TWTF-- | :30 | 2 | \$450.00 | P-2 | 0.00 | NM | 2 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -TWTF-- | | 2 | | | | \$450.00 | | 0.00 | | | |
| 36 | WKYC | 10/08/12 | 11/02/12 | M-F 3-4p The Doctors | CM | 3p-4p | MTWTF-- | :30 | 2 | \$450.00 | P-2 | 0.00 | NM | 14 | \$6,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | MTWTF-- | | 2 | | | | \$450.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | MTWTF-- | | 4 | | | | \$450.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF-- | | 4 | | | | \$450.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | 4 | | | | \$450.00 | | 0.00 | | | |
| 37 | WKYC | 10/02/12 | 10/05/12 | | CM | 4p-5p | -TWTF-- | :30 | 2 | \$600.00 | P-2 | 0.00 | NM | 2 | \$1,200.00 |

Order / Rev: 695545
 Alt Order #: 06214893
 Flight Dates: 10/02/12 - 11/06/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1370

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------------|------|-------------------|-----------------|-------------------------------------|-------------------|-------------------------------------|-------------|-----|---------------|------------|-----|------|------|-------|-------------|
| M-F 4-5p Ellen Degeneres | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | 2 | | \$600.00 | | 0.00 | | | | | | |
| 38 | WKYC | 10/08/12 | 11/02/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | MTWTF-- | :30 | 2 | \$600.00 | P-2 | 0.00 | NM | 14 | \$8,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | 2 | | \$600.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 4 | | \$600.00 | | 0.00 | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | 4 | | \$600.00 | | 0.00 | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | 4 | | \$600.00 | | 0.00 | | | | | | |
| 39 | WKYC | 10/02/12 | 10/05/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | - TWTF - - | :30 | 3 | \$1,000.00 | P-2 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | 3 | | \$1,000.00 | | 0.00 | | | | | | |
| 40 | WKYC | 10/08/12 | 10/19/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | MTWTF-- | :30 | 3 | \$1,000.00 | P-2 | 0.00 | NM | 8 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | 3 | | \$1,000.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 5 | | \$1,000.00 | | 0.00 | | | | | | |
| 41 | WKYC | 10/02/12 | 10/07/12 | EN (M-Su) Early News (M-Su) | CM | M-F 6-730pm/SS (6:00 PM-6:30 PM) | - TWTFSS | :30 | 3 | \$1,700.00 | P-2 | 0.00 | NM | 3 | \$5,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTFSS | 3 | | \$1,700.00 | | 0.00 | | | | | | |
| 42 | WKYC | 10/08/12 | 10/21/12 | EN (M-Su) Early News (M-Su) | CM | M-F 6-730pm/SS (6:00 PM-6:30 PM) | MTWTFSS | :30 | 3 | \$1,700.00 | P-2 | 0.00 | NM | 8 | \$13,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTFSS | 3 | | \$1,700.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTFSS | 5 | | \$1,700.00 | | 0.00 | | | | | | |
| 43 | WKYC | 10/02/12 | 10/07/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | - TWTFSS | :30 | 3 | \$2,000.00 | P-2 | 0.00 | NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTFSS | 3 | | \$2,000.00 | | 0.00 | | | | | | |
| 44 | WKYC | 10/08/12 | 10/19/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | MTWTF-- | :30 | 3 | \$2,000.00 | P-2 | 0.00 | NM | 8 | \$16,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | 3 | | \$2,000.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 5 | | \$2,000.00 | | 0.00 | | | | | | |
| 45 | WKYC | 10/02/12 | 10/05/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | - TWTF - - | :30 | 2 | \$1,200.00 | P-2 | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | 2 | | \$1,200.00 | | 0.00 | | | | | | |
| 46 | WKYC | 10/08/12 | 10/19/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | MTWTF-- | :30 | 2 | \$1,200.00 | P-2 | 0.00 | NM | 7 | \$8,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | 2 | | \$1,200.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | 5 | | \$1,200.00 | | 0.00 | | | | | | |
| 47 | WKYC | 10/02/12 | 10/05/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | - TWTF - - | :30 | 2 | \$1,400.00 | P-2 | 0.00 | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | 2 | | \$1,400.00 | | 0.00 | | | | | | |
| 48 | WKYC | 10/08/12 | 10/12/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | MTWTF-- | :30 | 2 | \$1,400.00 | P-2 | 0.00 | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | 2 | | \$1,400.00 | | 0.00 | | | | | | |
| 49 | WKYC | 10/06/12 | 11/03/12 | Sat 7-8p Sat 7-8p | CM | 7-8p | -----S- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 5 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | 1 | | \$650.00 | | 0.00 | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | 1 | | \$650.00 | | 0.00 | | | | | | |

Order / Rev: 695545
 Alt Order #: 06214893
 Flight Dates: 10/02/12 - 11/06/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1370

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-------------|----------------------|-------------------|------------------------------|-------|-------------------------------|-----------------|---------------|-------|-------------------------|-----|---------------|-------------|-------|-------------|
| 49 | WKYC | 10/06/12 | 11/03/12 | Sat 7-8p Sat 7-8p | CM | 7-8p | -----S- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 5 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$650.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S- | | 1 | | | | \$650.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$650.00 | | 0.00 | | | |
| 50 | WKYC | 10/22/12 | 10/22/12 | Mon Prime Other the Voice | CM | Various (8:00 PM-10:00 PM) | M----- | :30 | 1 | \$5,000.00 | P-2 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | M----- | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| 51 | WKYC | 10/29/12 | 10/29/12 | Mon Prime Other Voice | CM | Various (8:00 PM-10:00 PM) | M----- | :30 | 1 | \$5,750.00 | P-2 | 0.00 | NM | 1 | \$5,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | M----- | | 1 | | | | \$5,750.00 | | 0.00 | | | |
| 52 | WKYC | 11/05/12 | 11/05/12 | Mon Prime Other voice | CM | Various (8:00 PM-10:00 PM) | M----- | :30 | 1 | \$7,500.00 | P-2 | 0.00 | NM | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$7,500.00 | | 0.00 | | | |
| 53 | WKYC | 10/08/12 | 11/05/12 | Mon Prime C Mon Prime C | CM | 10-11p | M----- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 3 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | M----- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| 54 | WKYC | 10/30/12 | 10/30/12 | Tue Prime A the Voice | CM | 8-9p | -T----- | :30 | 1 | \$5,850.00 | P-2 | 0.00 | NM | 1 | \$5,850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -T----- | | 1 | | | | \$5,850.00 | | 0.00 | | | |
| 55 | WKYC | 10/02/12 | 10/30/12 | Tue Prime C Parenthood | CM | 10-11p | -T----- | :30 | 1 | \$3,900.00 | P-2 | 0.00 | NM | 5 | \$19,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -T----- | | 1 | | | | \$3,900.00 | | 0.00 | | | |
| | Week: | 10/08/12 | 10/14/12 | -T----- | | 1 | | | | \$3,900.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | -T----- | | 1 | | | | \$3,900.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | -T----- | | 1 | | | | \$3,900.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | -T----- | | 1 | | | | \$3,900.00 | | 0.00 | | | |
| 56 | WKYC | 10/17/12 | 10/31/12 | Wed Prime B Wed Prime B | CM | 9-10p | --W---- | :30 | 1 | \$5,000.00 | P-2 | 0.00 | NM | 2 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | --W---- | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | --W---- | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| N57 | WKYC | 10/03/12 | 10/31/12 | Wed Prime C Wed Prime C | CM | 10-11p | --W---- | :30 | 1 | \$5,000.00 | P-2 | 0.00 | NM | 4 | \$20,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | --W---- | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | NKYC | 10/01/12-10/07/12 | Wed Prime C | | 10-11p | --W----- | :30 | | (\$5,000.00) | | 0.00 | NM | | |
| | | See MG 57.5 | | | | | | | | | | | | | |
| | | [Prgm Change] debate | | | | | | | | | | | | | |
| | 5 | NKYC | 10/05/12-10/05/12 | Fri Prime A | | 8-9p | -----F---- | :30 | | \$5,000.00 | | 0.00 | NM | | |
| | | Ⓜ MG for 57.1 10/03 | | | | | | | | | | | | | |
| | Week: | 10/08/12 | 10/14/12 | --W---- | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | --W---- | | 1 | | | | \$5,000.00 | | 0.00 | | | |
| 58 | WKYC | 10/05/12 | 10/26/12 | Fri Prime B Grimm | CM | 9-10p | ----F-- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 3 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 695545
 Alt Order #: 06214893
 Flight Dates: 10/02/12 - 11/06/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1370

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|--|-------|------------------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| 58 | WKYC | 10/05/12 | 10/26/12 | Fri Prime B Grimm | CM | 9-10p | ----F-- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 3 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | ----F-- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | ----F-- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | ----F-- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| 59 | WKYC | 10/06/12 | 11/03/12 | Saturday Night Live Saturday Night Live | CM | 1130p-107a | -----S- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 5 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| 60 | WKYC | 10/02/12 | 10/06/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | -TWTF-- | :30 | 2 | \$2,000.00 | P-2 | 0.00 | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -TWTF-- | | 2 | | | | \$2,000.00 | | 0.00 | | | |
| 61 | WKYC | 10/08/12 | 11/03/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | MTWTFS- | :30 | 2 | \$2,000.00 | P-2 | 0.00 | NM | 14 | \$28,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTFS- | | 2 | | | | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTFS- | | 3 | | | | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTFS- | | 5 | | | | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTFS- | | 4 | | | | \$2,000.00 | | 0.00 | | | |
| 62 | WKYC | 10/02/12 | 10/05/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | -TWTF-- | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -TWTF-- | | 1 | | | | \$500.00 | | 0.00 | | | |
| 63 | WKYC | 10/08/12 | 10/26/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | MTWTF-- | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 7 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | 1 | | | | \$500.00 | | 0.00 | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | 2 | | | | \$500.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTF-- | | 4 | | | | \$500.00 | | 0.00 | | | |
| 64 | WKYC | 10/13/12 | 10/13/12 | Notre Dame Football Notre Dame Football | CM | Notre Dame Footb | -----S- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$1,500.00 | | 0.00 | | | |
| 65 | WKYC | 10/07/12 | 10/07/12 | NFL Regular Season Fo NFL Football | CM | NFL Football (8:15 PM-11:30 PM) | -----S | :30 | 1 | \$8,000.00 | P-2 | 0.00 | NM | 1 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/01/12 | 10/07/12 | -----S | | 1 | | | | \$8,000.00 | | 0.00 | | | |
| 66 | WKYC | 10/14/12 | 10/14/12 | NFL Regular Season Fo NFL Football | CM | NFL Football (8:15 PM-11:30 PM) | -----S | :30 | 1 | \$8,000.00 | P-2 | 0.00 | NM | 1 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$8,000.00 | | 0.00 | | | |
| 67 | WKYC | 10/21/12 | 10/21/12 | NFL Regular Season Fo NFL Football | CM | NFL Football (8:15 PM-11:30 PM) | -----S | :30 | 1 | \$10,000.00 | P-2 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$10,000.00 | | 0.00 | | | |
| 68 | WKYC | 10/28/12 | 10/28/12 | NFL Regular Season Fo NFL Football | CM | NFL Football (8:15 PM-11:30 PM) | -----S | :30 | 1 | \$12,000.00 | P-2 | 0.00 | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$12,000.00 | | 0.00 | | | |
| 69 | WKYC | 10/29/12 | 11/02/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | MTWTF-- | :30 | 3 | \$1,200.00 | P-2 | 0.00 | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | 3 | | | | \$1,200.00 | | 0.00 | | | |

Order / Rev: 695545
 Alt Order #: 06214893
 Flight Dates: 10/02/12 - 11/06/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1370

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|--|-------|-------------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|-------------|
| 70 | WKYC | 10/22/12 | 11/02/12 | M-F 7-9a Today Today Show | CM | 7a-9a | MTWTF-- | :30 | 4 | \$1,400.00 | P-2 | 0.00 | NM | 9 | \$12,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTF-- | | | | | 4 | \$1,400.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | | 5 | \$1,400.00 | | 0.00 | | | |
| 71 | WKYC | 10/15/12 | 11/02/12 | Days of Our Lives Days of Our Lives | CM | 1p-2p | MTWTF-- | :30 | 4 | \$600.00 | P-2 | 0.00 | NM | 12 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 4 | \$600.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTF-- | | | | | 4 | \$600.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | | 4 | \$600.00 | | 0.00 | | | |
| 72 | WKYC | 10/20/12 | 11/03/12 | Sat 9-1030a Channel 3 News 9am Sat | CM | 9a-1030a | -----S- | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| 73 | WKYC | 10/28/12 | 11/04/12 | Sun 9-1030a Channel 3 News Sun 9a | CM | 9a-1030a | -----S | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| 74 | WKYC | 10/21/12 | 11/04/12 | Browns Pre-Game Huddle Browns Pre-Game Huddle | CM | 1130a-12p | -----S | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 3 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | | | | 1 | \$650.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$650.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$650.00 | | 0.00 | | | |
| 75 | WKYC | 10/22/12 | 11/02/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | MTWTF-- | :30 | 4 | \$1,100.00 | P-2 | 0.00 | NM | 8 | \$8,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTF-- | | | | | 4 | \$1,100.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | | 4 | \$1,100.00 | | 0.00 | | | |
| 76 | WKYC | 10/22/12 | 11/04/12 | EN (M-Su) Early News (M-Su) | CM | M-F 6-730pm/SS (6:00 PM-6:30 PM) | MTWTFSS | :30 | 4 | \$2,000.00 | P-2 | 0.00 | NM | 8 | \$16,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTFSS | | | | | 4 | \$2,000.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTFSS | | | | | 4 | \$2,000.00 | | 0.00 | | | |
| 77 | WKYC | 10/22/12 | 10/28/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | MTWTFSS | :30 | 4 | \$2,500.00 | P-2 | 0.00 | NM | 4 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTFSS | | | | | 4 | \$2,500.00 | | 0.00 | | | |
| 78 | WKYC | 10/29/12 | 11/04/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | MTWTFSS | :30 | 4 | \$3,000.00 | P-2 | 0.00 | NM | 4 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTFSS | | | | | 4 | \$3,000.00 | | 0.00 | | | |
| 79 | WKYC | 10/22/12 | 11/02/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | MTWTF-- | :30 | 4 | \$1,400.00 | P-2 | 0.00 | NM | 8 | \$11,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTF-- | | | | | 4 | \$1,400.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | | 4 | \$1,400.00 | | 0.00 | | | |
| 80 | WKYC | 10/15/12 | 10/26/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | MTWTF-- | :30 | 4 | \$1,500.00 | P-2 | 0.00 | NM | 8 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MTWTF-- | | | | | 4 | \$1,500.00 | | 0.00 | | | |
| | | Week: 10/22/12 | 10/28/12 | MTWTF-- | | | | | 4 | \$1,500.00 | | 0.00 | | | |
| 81 | WKYC | 10/29/12 | 11/02/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | MTWTF-- | :30 | 3 | \$1,600.00 | P-2 | 0.00 | NM | 3 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | | 3 | \$1,600.00 | | 0.00 | | | |

Order / Rev: 695545
 Alt Order #: 06214893
 Flight Dates: 10/02/12 - 11/06/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1370

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|------------------------------|-------|-------------------|------------|-----|-------|-------------|-----|---------------|------|-------|--------------|
| 82 | WKYC | 10/02/12 | 10/05/12 | Tonight Show Tonight Show | CM | 1135p-1237a | - TWTF - - | :30 | 2 | \$900.00 | P-2 | 0.00 | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | - TWTF - - | | 2 | | | | \$900.00 | | 0.00 | | | |
| 83 | WKYC | 10/08/12 | 11/02/12 | Tonight Show Tonight Show | CM | 1135p-1237a | MTWTF - - | :30 | 2 | \$900.00 | P-2 | 0.00 | NM | 14 | \$12,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | MTWTF - - | | 2 | | | | \$900.00 | | 0.00 | | | |
| | Week: | 10/15/12 | 10/21/12 | MTWTF - - | | 3 | | | | \$900.00 | | 0.00 | | | |
| | Week: | 10/22/12 | 10/28/12 | MTWTF - - | | 5 | | | | \$900.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF - - | | 4 | | | | \$900.00 | | 0.00 | | | |
| 84 | WKYC | 10/29/12 | 11/02/12 | M-F 2-3p Rachel Ray | CM | 2-3p | MTWTF - - | :30 | 4 | \$400.00 | P-2 | 0.00 | NM | 4 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF - - | | 4 | | | | \$400.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 384 | \$483,325.00 |